

**ABSTRACT OF THE DISCLOSURE**

A toner including toner particles including a binder resin and a colorant, wherein particles of the toner have such a rolling property as to relatively easily roll in one direction compared to other directions. It is preferable that the toner particles preferably have a spindle form and satisfies the following relationships:  $0.5 \leq (r_2/r_1) \leq 0.8$ ,  $0.7 \leq (r_3/r_2) \leq 1.0$ , and  $r_3 \leq r_2 < r_1$ , wherein  $r_1$ ,  $r_2$  and  $r_3$  represent an average major axis particle diameter, an average minor axis particle diameter and an average thickness of the toner particles. An image forming apparatus including at least an image bearing member; a developing device configured to develop an electrostatic latent image with a developer including the above-mentioned toner; a transferring device configured to transfer a toner image onto a receiving material; and a cleaning device configured to clean a surface of the image bearing member.